

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Miles King,
 being/on behalf of: Deborah Ross,
 a legally qualified candidate of the Democratic
 political party for the office of: U.S. Senate
 in the General
 election to be held on: 11/8/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:
Deborah Ross for Senate

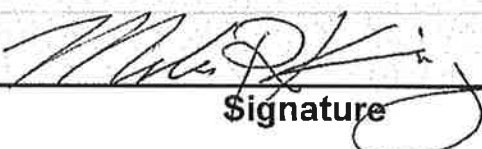
and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:
Jeff Leiter

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee


8/9/16 
Date Signature

To Be Signed By Station Representative

☐ Accepted

☒ Accepted in Part

☐ Rejected

 Bon Henslee GSM
Signature Printed Name Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

1. Deborah Ross for Senate

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

JONATHAN BRAY

printed name

8/18

date

418046

Buy Detail Report

Revision #: Date: 9/15/2016
12:11 PM

Client: AL Media **Estimate:** 5154
Media: TV **Description:** Deborah Ross for Senate: TV 9/19 to 9/25
Product: Deborah Ross **Flight Start Date:** 9/19/2016 03:00 AM
Market: Greenville/New Bern/Wash **Flight End Date:** 9/25/2016 02:59 AM
Primary Demo: Adults 35+
Separation between spots: 30 **Buyer:** Barb Obrzut

Estimate Comments: SCHEDULE RUNS MON 9/19 THRU SUN 9/25

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 9/19	Total Spots	Adults 35+ Rtg/CPP
WITN-TV								
21	MTuWThF 6:00a- 7:00a WITN NWS-SNRSE	EM	\$435.00	\$369.75	30	5	5	4.8 \$90.63 \$77.03
22	MTuWThF 7:00a- 9:00a TODAY SHW	EM	\$285.00	\$242.25	30	5	5	4.2 \$67.86 \$57.68
23	MTuWThF 12:00p-12:30p WITN NEWS-NOON<	D	\$95.00	\$80.75	30	5	5	2.0 \$47.50 \$40.38
24	MTuWThF 4:00p- 5:00p ELLEN	EF	\$115.00	\$97.75	30	2	2	1.5 \$76.67 \$65.17
25	MTuWThF 5:00p- 5:30p WITN NEWS AT 5	EN	\$180.00	\$153.00	30	5	5	4.0 \$45.00 \$38.25
26	MTuWThF 5:30p- 6:00p WITN NEWS-5:30	EN	\$260.00	\$221.00	30	5	5	4.5 \$57.78 \$49.11
27	MTuWThF 6:00p- 6:30p WITN NEWS AT 6	EN	\$515.00	\$437.75	30	5	5	7.5 \$68.67 \$58.37
28	Sa 6:00a- 7:00a WITN-SNRS SA6A	EM	\$165.00	\$140.25	30	1	1	2.1 \$78.57 \$66.79

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WITN-TV								
29	Sa 7:00a- 8:00a WITN-SNRS SAT7A	EM	\$210.00	\$178.50	30	1	1	3.2 \$65.63 \$55.78
30	Sa 7:00p- 7:30p WHEEL OF FORTUNE	PA	\$135.00	\$114.75	30	1	1	3.2 \$42.19 \$35.86
31	Sa 7:30p- 8:00p JEOPARDY-WKND	PA	\$165.00	\$140.25	30	1	1	2.5 \$66.00 \$56.10
32	Sa 11:00p-11:30p WITN NWS-11 WK	LN	\$240.00	\$204.00	30	1	1	3.6 \$66.67 \$56.67
33	Sa 11:30p- 1:00a SAT NITE LIVE	LF	\$255.00	\$216.75	30	1	1	2.5 \$102.00 \$86.70
34	Su 8:00a- 9:00a WITN-SNRS SU8A	EM	\$180.00	\$153.00	30	1	1	3.0 \$60.00 \$51.00
35	Su 9:00a-10:00a SUN TODAY-NBC	D	\$180.00	\$153.00	30	1	1	2.0 \$90.00 \$76.50
36	Su 7:00p- 8:00p SNF PRE GAME PACKERS VS VIKINGS	PT	\$310.00	\$263.50	30	1	1	3.8 \$81.58 \$69.34

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WITN-TV								
37	Su 11:00p-11:30p LATE NEWS FOLLOWING SUN-FTBL	LN	\$240.00	\$204.00	30	1	1	3.0 \$80.00 \$68.00
38	MTuWThF 11:00p-11:35p WITN NWS AT 11<	LN	\$315.00	\$267.75	30	5	5	3.7 \$85.14 \$72.36
39	MTuWThF 7:00p- 7:30p WHEEL-FORTNE	PA	\$510.00	\$433.50	30	5	5	9.4 \$54.26 \$46.12
40	MTuWThF 7:30p- 8:00p JEOPARDY	PA	\$515.00	\$437.75	30	5	5	8.4 \$61.31 \$52.11
							57	274.4 \$65.09 \$55.32
Total Cost:							\$17,860.00	\$15,181.00
							Total Spots: 57	
							Total GRP/GIMP(Mil): 274.4	
							Total CPP/CPM:	

Zhang Wang

